

ABSTRACT OF THE DISCLOSURE

A tape measure is disclosed which has a spooled measuring blade mounted via a rotatable connection within a casing. The blade is extended from the case via an opening for use. The blade can be braked with respect to the opening by operation of
5 braking means. The braking means are operable via a switch which has a length greater than the radius of the fully spooled blade. The switch is located and sized so that the brake can be engaged or disengaged by a user's hand without changing grip. The brake is a cam brake rotatably connected to the switch via a push-pull member.